

AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:

WFTS - Tampa

Date:

8/20/12

I, Stephanie Kincaid

being/on behalf of: Mitt Romney, a legally

qualified candidate of the Republican political

party for the office of: President

in the Primary

election to be held on: _____

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
*See schedules for August 25-31					

Total Charges: *See schedules for August 25-31

NAB Form PB-17 Candidates

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Romney For President, Inc.

and you are authorized to announce the time as paid for by such person or entity.
I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Darrell Crato

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

8/20/12

Date

S. Kincaid

Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted In Part

☐ Rejected

Signature

Printed Name

Title



WFTS

ORDER

Print Date 10/09/12 Page 1 of 4

Flight Dates 10/10/12-10/16/12

Contract / Revision 314272 / **Romney for President, Inc**

Original Date / Revision 10/09/12 10/09/12 Agency Com 15%

Billing Contact

Advertiser Romney / Republican / Presi

138 Conant Street
Beverly, MA 01915

Agency American Rambler Producti

Buying Contact

138 Conant Street
Beverly, MA 01915

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 24

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
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Marta Salazar-Perren	100%		
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Order Share % Market Value

Competing Station	% of Order	Amount
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CABLE	%	
UNKWN	100%	
WBHS	%	
WBSV	%	
WCLF	%	
WEDU	%	
WFLA	%	
WMOR	%	
WTOG	%	
WTSP	%	
WTTA	%	
WTVT	%	
WUSF	%	
WVEA	%	
WWSB	%	
WXPX	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
October 2012	103	\$169,532.50	\$199,450.00	0.00
Totals	103	\$169,532.50	\$199,450.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/01/12	10/16/12	103	\$169,532.50	\$199,450.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u> Spots Amount	
N 1	WFTS	10/10/12	10/16/12	M-F 6-7a ABC Action News	CM	558-7a	2222--	:30	10	\$500.00	P-3	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/10/12	10/16/12	2222--		10				\$500.00		0.00			
N 2	WFTS	10/10/12	10/16/12	M-F 7-9a GMA GMA	CM	658-9a	2222--	:30	10	\$600.00	P-3	0.00	NM	10	\$6,000.00



WFTS

Print Date: 10/09/12

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Contract / Revision **314272** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pres** Product **Romney for President, Inc** Estimate # **24**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 2	WFTS	10/10/12	10/16/12	M-F 7-9a GMA GMA	CM	658-9a	22222--	:30	10	\$600.00	P-3	0.00 NM	10	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	22222--			10		\$600.00		0.00			
N 3	WFTS	10/10/12	10/16/12	M-F 11a-12p M-F 11a-12p	CM	1058a-12p	11111--	:30	5	\$800.00	P-3	0.00 NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--			5		\$800.00		0.00			
N 4	WFTS	10/10/12	10/16/12	M-F 12-1p ABC Action News	CM	1158a-1p	11111--	:30	5	\$400.00	P-3	0.00 NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--			5		\$400.00		0.00			
N 5	WFTS	10/10/12	10/16/12	M-F 1-2p M-F 1-2p	CM	1258-2p	11111--	:30	5	\$550.00	P-3	0.00 NM	5	\$2,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--			5		\$550.00		0.00			
N 6	WFTS	10/10/12	10/16/12	M-F 2-3p 2-3pm General Hospital	CM	158-3p	11111--	:30	5	\$700.00	P-3	0.00 NM	5	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--			5		\$700.00		0.00			
N 7	WFTS	10/10/12	10/16/12	M-F 4-5p M-F 4-5p	CM	358-5p	11111--	:30	5	\$1,000.00	P-3	0.00 NM	5	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--			5		\$1,000.00		0.00			
N 8	WFTS	10/10/12	10/16/12	M-SU 11-1135p ABC Action News	CM	11-1135p	22222--	:30	10	\$1,500.00	P-3	0.00 NM	10	\$15,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	22222--			10		\$1,500.00		0.00			
N 9	WFTS	10/10/12	10/16/12	Wednesday Prime A middle/neighbors	CM	758-9p	--1----	:30	1	\$4,000.00	P-3	0.00 NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	--1----			1		\$4,000.00		0.00			
N 10	WFTS	10/10/12	10/16/12	M-F 5-530p ABC Action News	CM	458-530p	11111--	:30	5	\$1,400.00	P-2	0.00 NM	5	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--			5		\$1,400.00		0.00			
N 11	WFTS	10/10/12	10/16/12	M-F 530-6p ABC Action News	CM	530-6p	11111--	:30	5	\$1,600.00	P-2	0.00 NM	5	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--			5		\$1,600.00		0.00			
N 12	WFTS	10/10/12	10/16/12	M-F 6-630p ABC Action News	CM	558-630p	11111--	:30	5	\$1,800.00	P-2	0.00 NM	5	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	11111--			5		\$1,800.00		0.00			
N 13	WFTS	10/10/12	10/16/12	Monday 8-10p Dancing Monday 8-10p Dancing	CM	758-10p	2-----	:30	2	\$9,000.00	P-3	0.00 NM	2	\$18,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			
Week:		10/10/12	10/16/12	2-----			2		\$9,000.00		0.00			
N 14	WFTS	10/10/12	10/16/12	Monday Prime C castle	CM	10-11p	2-----	:30	2	\$5,000.00	P-3	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>			



WFTS

Print Date: 10/09/12

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Contract / Revision 314272 Flight Dates 10/10/12-10/16/12

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser Romney / Republican / Pres Product Romney for President, Inc Estimate # 24

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 14	WFTS	10/10/12	10/16/12	Monday Prime C castle	CM	10-11p	2-----	:30	2	\$5,000.00	P-3	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	2-----		2				\$5,000.00		0.00		
N 15	WFTS	10/10/12	10/16/12	Tuesday Prime A DWTS Results	CM	758-9p	-2-----	:30	2	\$10,000.00	P-3	0.00 NM	2	\$20,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-2-----		2				\$10,000.00		0.00		
N 16	WFTS	10/10/12	10/16/12	Tuesday Prime C private practice	CM	10-11p	-2-----	:30	2	\$5,000.00	P-3	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-2-----		2				\$5,000.00		0.00		
N 17	WFTS	10/10/12	10/16/12	Friday Prime B primetime	CM	9-10p	----2--	:30	2	\$4,000.00	P-3	0.00 NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	----2--		2				\$4,000.00		0.00		
N 18	WFTS	10/10/12	10/16/12	Friday Prime C 20/20	CM	10-11p	----2--	:30	2	\$5,000.00	P-3	0.00 NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	----2--		2				\$5,000.00		0.00		
N 19	WFTS	10/10/12	10/16/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S-		2				\$250.00		0.00		
N 20	WFTS	10/10/12	10/16/12	Sa 9-10a Sa 9-10a	CM	9-10a	-----S-	:30	1	\$300.00	P-3	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S-		1				\$300.00		0.00		
N 21	WFTS	10/10/12	10/16/12	NCAA Fball Game 330p- NCAA Fball Game 330p- (3:30 PM-7:00 PM)	CM	3p-7p	-----S-	:30	4	\$2,000.00	P-3	0.00 NM	4	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S-		4				\$2,000.00		0.00		
N 22	WFTS	10/10/12	10/16/12	Su 6-7a Su 6-7a	CM	6-7a	-----S	:30	2	\$250.00	P-3	0.00 NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S		2				\$250.00		0.00		
N 24	WFTS	10/10/12	10/16/12	Su 8-9a Su 8-9a	CM	8-9a	-----S	:30	2	\$300.00	P-3	0.00 NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S		2				\$300.00		0.00		
N 25	WFTS	10/10/12	10/16/12	SU 9-10a This Week Su 9-10a This Week	CM	9-10a	-----S	:30	1	\$2,000.00	P-3	0.00 NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S		1				\$2,000.00		0.00		
N 26	WFTS	10/10/12	10/16/12	SU 6-630p ABC Action News	CM	558-630p	-----S	:30	1	\$800.00	P-3	0.00 NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S		1				\$800.00		0.00		
N 27	WFTS	10/10/12	10/16/12	Sunday Prime A afv	CM	658-8p	-----S	:30	2	\$3,000.00	P-3	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		



WFTS

Print Date: 10/09/12

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Contract / Revision **314272** Flight Dates **10/10/12-10/16/12**

Hiatus Dates

Original Date / Revision 10/09/12/ 10/09/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pres** Product **Romney for President, Inc** Estimate # **24**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 27	WFTS	10/10/12	10/16/12	Sunday Prime A afv	CM	658-8p	-----S	:30	2	\$3,000.00	P-3	0.00 NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S			2			\$3,000.00		0.00		
N 28	WFTS	10/10/12	10/16/12	Sunday Prime B once upon a time	CM	8-9p	-----S	:30	2	\$8,000.00	P-3	0.00 NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S			2			\$8,000.00		0.00		
N 29	WFTS	10/10/12	10/16/12	Sunday Prime C revenge	CM	9-10p	-----S	:30	2	\$8,000.00	P-3	0.00 NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S			2			\$8,000.00		0.00		
N 30	WFTS	10/10/12	10/16/12	SU 11-1135p ABC Action News	CM	11-1135p	-----S	:30	1	\$1,500.00	P-3	0.00 NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>		
Week:		10/10/12	10/16/12	-----S			1			\$1,500.00		0.00		
													Totals	103\$199,450.00